Graphic Design I

south dakota DEPARTMENT OF EDUCATION
Learning. Leadership. Service.

Career Cluster	Arts, A/V Technology, & Communications
Course Code	05162
Prerequisite(s)	Recommended: Introduction To Arts/AV Technology & Communications 11000
Credit	0.5 or 1.0
Program of Study and Sequence	Introduction to Art/AV Technology & Communications – Level I Pathway Course – **Graphic Design I** - Level III Pathway Course
Student Organization	SkillsUSA
Coordinating Work-Based Learning	Guest Speakers, Field Trips, Informational Interviews, Tours,
Industry Certifications	Student can work toward Adobe Certified Associate(ACA) Certification in Adobe Products (http://www.adobe.com/education/certification-programs.html)
Dual Credit or Dual Enrollment	None
Teacher Certification	Arts AV Technology & Communications Cluster Endorsement; Information Technology Cluster Endorsement; Web & Digital Communication Pathway Endorsement; *K12 Classroom Technology; *K12 Educational Technology
Resources	Suggested Software: Photoshop, Illustrator, Flash, Pixlar, etc.

Course Description:

Graphic Design I explores Legal and Ethical Issues, Career Opportunities, Fundamentals of Computer Graphics, Raster or Vector Graphics, Tools Used to Create Graphics, 2D & 3D Basic Animations.

Program of Study Application

Graphic Design I is a Level II pathway course in the Arts/AV Technology & Communications cluster: Printing Tech/Journalism & Broadcasting, Telecommunications/A-V Technology and Film, and Visual Arts pathways.

Course Standards

GD 1 Develop an Awareness of Career Opportunities and Professionalism in Graphic Design

Webb Level	Sub-indicator	Integrated Content
Level 2 Skill/Concept	GD 1.1 Identify personal interests and abilities related to graphic design careers. Examples: • identify personal creative talents • identify technical/design & animation talents	Portfolio, SD MyLife
Level 2 Skill/Concept	GD 1.2 Investigate career opportunities, trends, and requirements related to graphic design careers Examples • Research job opportunities • Investigate trends associated with graphic design • Discuss related career pathways	
Level 3 Strategic Thinking	GD 1.3 Demonstrate job skills for graphic design Industries. • Attendance and punctuality • Positive attitude • Positive work ethic • Use of proper social skills • Display ability to work as part of a team and take direction from others	
Level 3 Strategic Thinking	GD 1.4 Explore legal and ethical issues related to graphic design Examples • Complete a web quest on legal issues related to digital animation • Research instruction and forms for registration of an graphic design product with copyright office • Obtain formal permission for use of an art form, design, or photograph in an graphic design Publication	

Notes

GD 2 Explore fundamentals related to graphic design

Webb Level	Sub-indicator	Integrated Content
Level 2 Skill/Concept	GD 2.1 Illustrate the use of computer graphics • List where graphics are found • Research impact of brand marketing with computer graphics • Discuss the use of graphics in various business scenarios • Compare uses of graphics in business products	
Level 4 Extended Thinking	GD 2.2 Identify graphic design concepts Examples: • Complete a vocabulary worksheet with various graphic design terms such as pixels per inch (PPI), dots per inch (DPI), dither, halftone, posterization etc. • Identify various file types e.g. Bitmaps, JPG, PNG, GIF, TIFF, etc. • Paint a picture made up of dots or draw a model based on measurements to demonstrate the difference of raster graphics vs vector graphics.	
Level 4 Extended Thinking	GD 2.3 Differentiate 2D and 3D graphic design concepts Examples • Research software used in various animation jobs • Demonstrate the differences between 2D and 3D graphics • Graph 2D and 3D Models	
Level 4 Extended Thinking	GD 2.4 Utilize color technologies Examples • Research different color technologies such as process, spot or Pantone • Write Codes for specific colors in RGB, CMYK or Hexadecimal • Change the Hue and saturation of a photo in image editing software	

Notes

GD 3 Create Graphic Designs

Webb Level	Sub-indicator	Integrated Content
Level 3 Strategic Thinking	GD 3.1 Explore hardware and software utilized in graphic design Examples • Scan a photo using a scanner to use on computer • Draw an object using a graphics tablet • Research various printers and printing mediums and sizes • Research monitors and graphic resolution quality	
Level 4 Extended Thinking	GD 3.2 Implement graphic design software Example • Create organic shapes using a computer graphic software • Break apart text to reshape it in a computer graphic software • Adjust brightness and contrast of a photograph • Emboss text used in logo • Add a filter to a photograph • Add a drop shadow to a computer graphic object	

Notes:

GD 4 Identify and Utilize a Graphic Design Environment

Webb Level	Sub-indicator	Integrated Content
Level 4 Extended Thinking	GD 4.1 Construct transformation of graphics Examples • Graph a mirror image of an object • Rotate, skew, distort or scale an object in computer graphic software • Move the z-axis of a 3D model	
Level 4 Extended Thinking	GD 4.2 Construct animations of graphics Example • Create 2D flash animation using a shape tween • Create a flip book to illustrate a hand held animation • Create a photo animation in image editing software	
Level 4 Extended Thinking	GD 4.3 Create Graphic Design Products Example • Publishing computer graphics for sublimation • Determine different mediums to print photos • Render Text Animation for video • Embed Flash .swf in Web page	

Notes: